

MARKETING SPECIALIST,
CALIFORNIA MUSEUM OF SCIENCE
AND INDUSTRY/DISTRICT
AGRICULTURAL ASSOCIATIONS



OPEN-SPOT EXAMINATION

DALY CITY & VENTURA

FJ45/0556 (7FA40)

An equal opportunity employer to all regardless of race, color, creed, national origin, ancestry, sex, marital status, disability, religious or political affiliation, age, or sexual orientation. It is an objective of the State of California to achieve a drug-free state workplace. Any applicant for state employment will be expected to behave in accordance with this objective because the use of illegal drugs is inconsistent with the law of the state, the rules governing civil service, and the special trust placed in public servants.

WHO SHOULD APPLY

Applicants who meet the minimum qualifications as stated below. This is a open examination. Applications will not be accepted on a promotional basis. Career credits do not apply.

HOW TO APPLY

Applications (Form STD. 678) are available through the internet at <http://www.spb.ca.gov> and at the testing offices shown below. Applications must be submitted to the California Department of Food and Agriculture no later than the **Final Filing Date, Friday, June 8, 2007.**

Applications accepted for this examination are only for the following fairs:

COW PALACE
2600 GENEVA AVE.
DALY CITY, CA 94014

VENTURA COUNTY FAIR
10 WEST HARBOR BLVD.
VENTURA, CA 93001

SUBMIT APPLICATIONS (FORM STD. 678) TO THE FOLLOWING ADDRESS:

California Department of Food and Agriculture
Human Resources Branch
ATTN: SANDRA TEAGUE
1220 'N' Street, Room 242
Sacramento, CA 95814

DO NOT SUBMIT APPLICATIONS TO THE STATE PERSONNEL BOARD

APPLICATION DEADLINE

FINAL FILING DATE: FRIDAY, JUNE 8, 2007.
Applications (FORM STD. 678) must be POSTMARKED no later than the final filing date.
Applications postmarked, personally delivered, or received via interoffice mail after the final filing date will not be accepted for any reason.

TEST DATE

It is anticipated that the examination will be sometime in July or August 2007.

TESTING METHOD

The testing method used may be one or a combination of the following: ORAL OR WRITTEN EXAMINATION, EDUCATION & EXPERIENCE OR SUPPLEMENTAL APPLICATION.

SPECIAL TESTING
ARRANGEMENTS

If you have a disability and need special arrangements, mark the appropriate box in #2 of the application. You will be contacted to make specific arrangements. If you have not been contacted by the time you receive a notice to appear at a test, call the California Department of Food and Agriculture Exam Unit at (916) 653-5687.

REQUIRED IDENTIFICATION

NOTE: Applicants are required to bring either a photo identification card or two forms of signed identification to each phase of the examination.

SALARY RANGE

\$4674 - \$5681

NOTE: The salaries used in this bulletin are the latest available from the State Controller's Office, but may not reflect all of the pay raises granted recently. You should verify the salary levels with the department personnel office before making any commitments.

ELIGIBLE LIST INFORMATION

A Departmental "Open" list will be established for the California Department of Food and Agriculture. The eligible list will be abolished 12 months after it is established unless the needs of the service and conditions of the list warrant a change in this period.

REQUIREMENTS FOR
ADMITTANCE TO THE
EXAMINATION

NOTE: IT IS YOUR RESPONSIBILITY TO MAKE SURE YOU MEET THE EDUCATION AND/OR EXPERIENCE REQUIREMENTS AS STATED BELOW. YOUR SIGNATURE ON YOUR APPLICATION INDICATES THAT YOU HAVE READ, UNDERSTOOD, AND POSSESS THE BASIC QUALIFICATIONS REQUIRED.

NOTE: ALL APPLICATIONS/RESUMES MUST INCLUDE: "TO" AND "FROM" DATES (MONTH/DAY/YEAR); TIME BASE; AND JOB TITLES. APPLICATIONS/RESUMES RECEIVED WITHOUT THIS INFORMATION MAY BE REJECTED.

MINIMUM QUALIFICATIONS

Qualifying experience may be combined on a proportionate basis if the requirements stated below include more than one pattern and are distinguished as "Either" I, "Or" II, "Or" III, etc. For example, candidates possessing qualifying experience amounting to 50 percent of the required time of Pattern I, and additional experience amounting to 50 percent of the required time of Pattern II, may be admitted to the examination as meeting 100 percent of the overall experience requirement.

Experience: Three years of progressively responsible experience performing professional or technical duties in advertising and/or marketing or a closely related field.

and

Education: Equivalent to graduation from college, preferably with a specialization in marketing or a closely related technical area. (Additional qualifying experience may be substituted for education on a year-for-year basis.)

Candidates who are within six months of satisfying the educational requirement will be admitted to the examination, but they must fully meet the requirement before being appointed to the class.

NOTE: TRANSCRIPTS REQUIRED TO VERIFY THE EDUCATION REQUIREMENT. FAILURE TO ATTACH TRANSCRIPTS MAY RESULT IN A DELAY OF YOUR APPROVAL TO COMPETE IN THE EXAMINATION.

MARKETING SPECIALIST, CALIFORNIA MUSEUM OF SCIENCE AND INDUSTRY/DISTRICT AGRICULTURAL ASSOCIATIONS BRD 05/18/07

POSITION DESCRIPTION

Develops, implements and maintains an overall marketing and advertising plan that emphasizes the Department's mission; conducts and analyzes market research; directs promotions to increase visitor volume and revenues; facilitates increased sponsored programming and events; develops, implements, and directs ongoing marketing surveys to evaluate and increase the effectiveness of programs, activities, events and visitorship; markets Museum and fair facilities for hosting events; directs advertising and manages billboard contracts.

The district fairs' positions promote the fairs' objectives and activities, such as the annual fair, local and national equestrian events, speedway competitions, satellite wagering, and all special interim events; promotes activities which are targeted at specialized groups, such as the agricultural, equine, and racing industries, schools, and the general population; attracts sponsorships for fair events and industry-sponsored programs.

EXAMINATION INFORMATION

This examination will consist of a Qualification Appraisal Interview only. The interview will include a number of predetermined job-related questions.

Competitors who do not appear for the interview will be disqualified.

In order to obtain a position on the eligible list, a minimum rating of 70% must be attained in the interview.

QUALIFICATIONS APPRAISAL INTERVIEW – WEIGHTED 100%

The California Department of Food and Agriculture and the State Personnel Board reserves the right to revise the examination plan to better meet the needs of the service if the circumstances under which this examination was planned change. Such revision will be in accordance with civil service laws and rules and all competitors will be notified.

SCOPE OF EXAM

In addition to evaluating the competitor’s relative abilities as demonstrated by quality and breadth of experience, emphasis in the examining interview will be on measuring competitively, relative to job demands, each competitors:

AND

SCOPE OF ON-THE-JOB KNOWLEDGE AND ABILITIES

- A. Knowledge:**
1. Survey techniques;
 2. Advertising development, placement and assessment;
 3. Special event planning;
 4. Promotional marketing including co-promotional campaigns.
- B. Ability to:**
1. Assume leadership in each of the above areas;
 2. Develop and present programs clearly and articulately in both oral and written form;
 3. Establish effective working relationships with all groups and individuals contacted in work;
 4. Analyze situations accurately and take effective action.

EDUCATION AND EXPERIENCE

SPECIAL NOTE:

If conditions warrant, this examination may utilize an evaluation of each competitor’s experience and education compared to a standard developed from the class specification. For this reason, it is especially important that each candidate take special care in accurately and completely filling out his or her application. List all experience relevant to the “Requirements for Admittance to the Examination” shown on this announcement, even if that experience goes beyond the seven-year limit printed on the application. Supplementary information will be accepted, but read the “Requirements for Admittance to the Examination” carefully to see what kind of information will be useful to the staff doing the evaluation.

VETERANS PREFERENCE

Veterans preference credits will not be granted in this examination.

CAREER CREDITS

Career Credits do not apply in this examination.

QUESTIONS?

If you have any questions regarding this announcement, please contact the California Department of Food and Agriculture, Examination Unit, 1220 N Street, Suite 242, Sacramento, CA 95814, (916) 653-5687.

GENERAL INFORMATION

Americans with Disabilities Act, Title II: The California Department of Food and Agriculture (CDFA) is committed to a strong policy of equal employment opportunity. To this end, CDFA does not discriminate against or exclude any person from participating in the employment process, advancement, benefits of employment, or in the admission and access to programs or activities administered by CDFA on the basis of: race; color; national origin; ancestry; religion; creed; sex; marital status; sexual orientation; pregnancy; age; veteran status; political affiliation; or disability (including AIDS) as required by Title II of the Americans with Disabilities Act (ADA). Reasonable accommodations for qualified individuals with disabilities will be made available upon request. Candidates must be able to perform the essential functions of the position with or without reasonable accommodations.

General Qualifications: Candidates must possess essential personal qualifications including integrity, initiative, dependability, good judgment, and ability to work cooperatively with others; and a state of health consistent with the ability to perform the assigned duties of the class. If an offer of employment is made, a medical examination may be required. In open examinations, investigation may be made of employment records and personal history and fingerprinting may be required. All job offers are subject to an approval process.

If you meet the requirements stated you may take this examination, which is competitive. Possession of the entrance requirements does not assure a place on the eligible list. Your performance in the examination described on the other side of this bulletin will be compared with the performance of the others who take this test, and all candidates who pass will be ranked according to their scores.

Applications are available at State Personnel Board offices, local offices of the Employment Development Department and the Department noted on the front.

It is the candidate's responsibility to contact the California Department of Food and Agriculture Examinations Unit three (3) days prior to the written test date if s/he has not received his/her notice.

If a candidate’s notice of oral interview or performance test fails to reach him/her prior to the day of the interview due to a verified postal error, s/he will be rescheduled upon written request. **For an examination** without a written feature it is the candidate's responsibility to contact the California Department of Food and Agriculture Examinations Unit at (916) 654-0422 three (3) weeks after the final filing date if s/he has not received a progress notice.

Examination Locations: When a written test is part of the examination, it will be given in such places in California as the number of candidates and conditions warrant. Ordinarily, oral interviews are scheduled in Sacramento, San Francisco, and Los Angeles. However, locations of interviews may be limited or extended as conditions warrant.

Eligible Lists: Eligible lists established by competitive examination, regardless of date, must be used in the following order: ① sub-divisional promotional, ② departmental promotional, ③ multi-departmental promotional, ④ service-wide promotional, ⑤ departmental open, ⑥ open. Eligible lists will expire in from one (1) to four (4) years unless otherwise stated on this bulletin.

Interview Scope: If an interview is conducted, in addition to the scope described on the other side of this bulletin, the panel may consider education, experience, personal development, personal traits, and fitness. In appraising experience, more weight may be given to the breadth and recency of pertinent experience and evidence of the candidate's ability to accept and fulfill increasing responsibilities than to the length of his/her experience. Evaluation of a candidate's personal development will include consideration of his/her recognition of his/her own training needs; his/her plans for self-development; and the progress s/he has made in his/her efforts toward self-development.

Veterans Preference: California law limits the granting of veterans preference credits to entrance examinations. Directions for applying for veterans preference are on the Veterans Preference Application form which is available from State Personnel Board office or written test proctors.

High School Equivalence: Equivalence to completion of the twelfth (12th) grade may be demonstrated in any one of the following ways: 1) passing the General Education Development (GED) Test; 2) completion of 12 semester units of college-level work; 3) certification from the State Department of Education, a local school board, or high school authorities that the candidate is considered to have education equivalent to graduation from high school; or 4) for clerical and accounting classes, substitution of business college work in place of high school on a year-for-year basis.

TDD is Telecommunications Device for the Deaf and is reachable only from phones equipped with a TDD Device.

CALIFORNIA RELAY (TELEPHONE) SERVICE FOR THE DEAF OR HEARING IMPAIRED:

FROM TDD PHONES: 1-800-735-2929 FROM VOICE PHONES: 1-800-735-2922